

FIG. 1

40

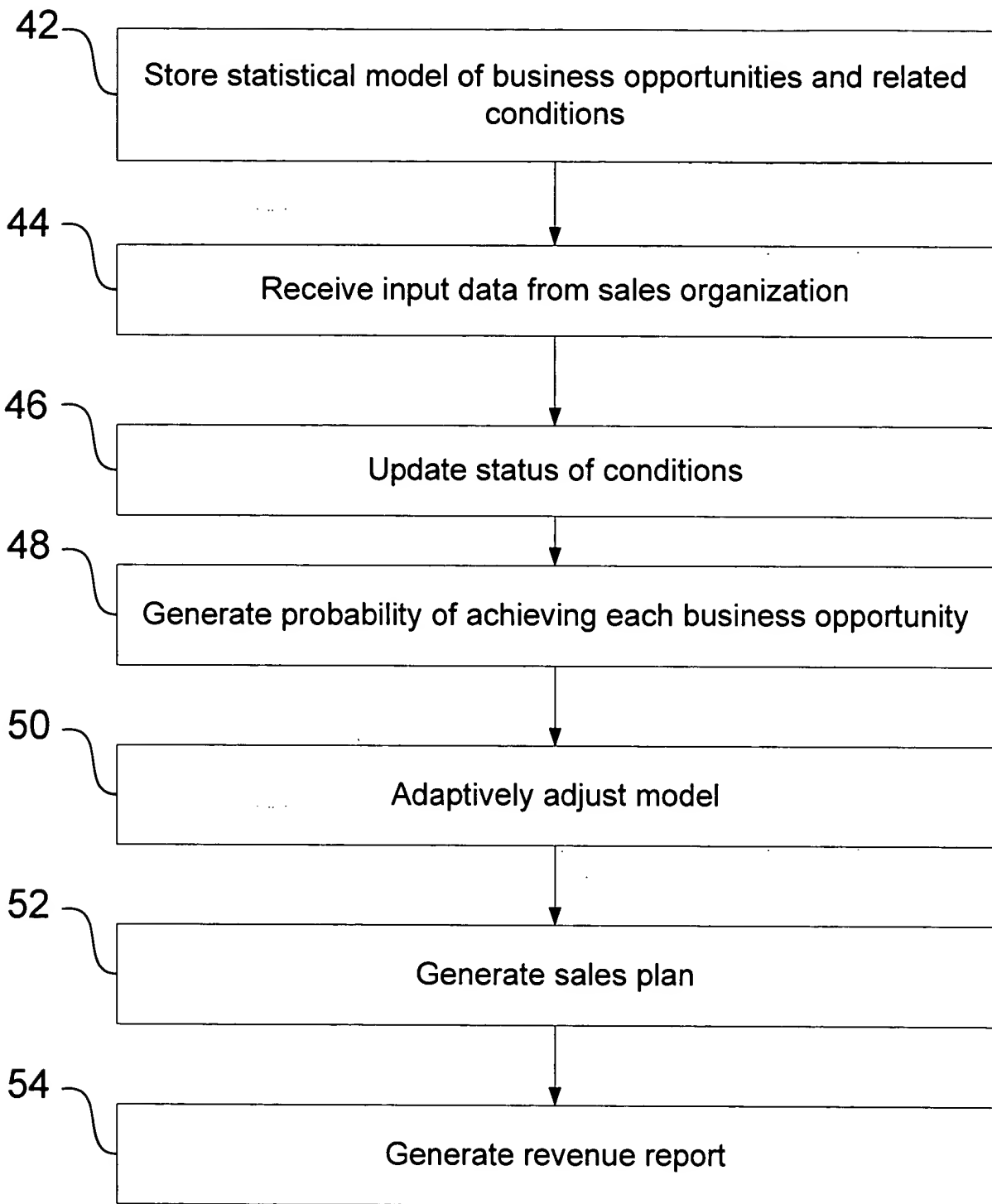


FIG. 2

60

62

Competition

Company A	<input checked="" type="radio"/>	Company A	<input type="radio"/>
Company A	<input type="radio"/>	Company A	<input type="radio"/>

64

Technical Infrastructure

MVS	<input type="radio"/>	SQL Server	<input checked="" type="radio"/>
Windows NT	<input checked="" type="radio"/>	Oracle	<input type="radio"/>
Unix	<input type="radio"/>	DB2	<input type="radio"/>
Sybas	<input type="radio"/>	Informix	<input type="radio"/>

66

Lead Buyer

IT	<input checked="" type="radio"/>	Executive	<input type="radio"/>
End User	<input type="radio"/>		

68

Industry Code

5542

FIG. 3

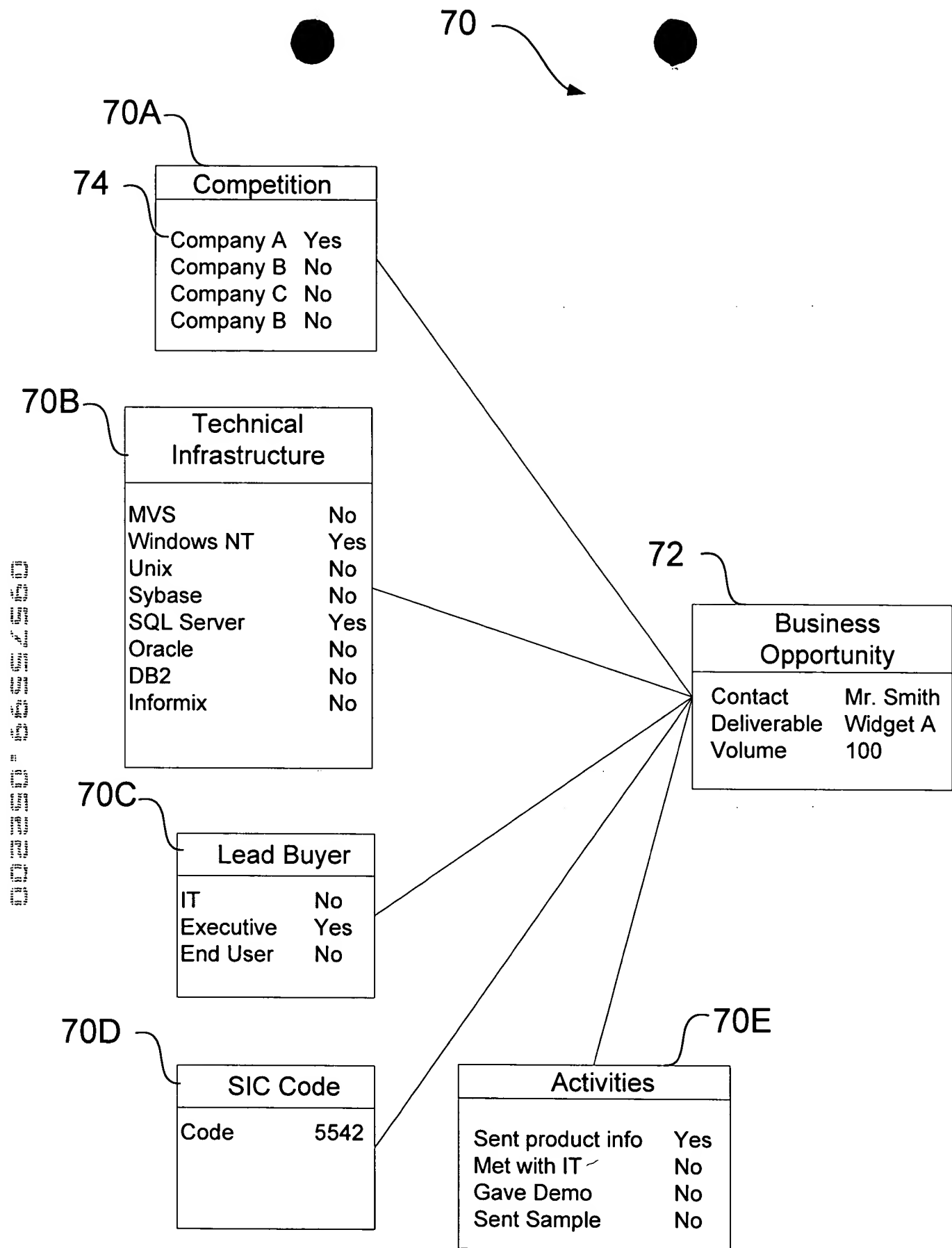


FIG. 4

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Condition	Value	Outcome	Probability
Competitor	Company A	Competitor will drive IT champion to achieve sale	95%
Technical Infrastructure	Unix	Customer will not consider NT solution	95%
Buyer	IT	Customer will mandate relational database	95%

FIG. 5

Sample Sales Plan

May 2000

Objective: Sell Widget A to Target Customer #1

Summary

Competition: Company A

Infrastructure: Windows NT and SQL Server

Lead Buyer: IT

SIC code: 5542

Analysis

Our data shows that Company A believes it has a superior product and that there is a high probability they will directly attack our product claiming technical superiority. They will likely seek out IT staff to involve them in the decision process. Company A will try to persuade Target Customer #1 that a selection of our product would be a mistake that will negatively impact the performance of their network.

Recommendations

Preemptively approach IT to schedule an architectural review. Bring in a technical presales person to overview our system and demonstrate how it can be specifically integrated with the infrastructure of Target Customer #1.

FIG. 6

Revenue Forecast

May 2000

<i>Business Opportunity</i>	<i>Potential Sales</i>	<i>Probability</i>
Widget A to Target Customer #1	\$100,000	42%
Widget A to Target Customer #2	\$125,000	63%
Widget A to Target Customer #3	\$225,000	73%
Widget A to Target Customer #4	\$300,000	37%
Widget B to Target Customer #5	\$150,000	38%
Widget C to Target Customer #6	\$75,000	65%

*Revenue Forecast**\$501,750*

FIG. 7

100

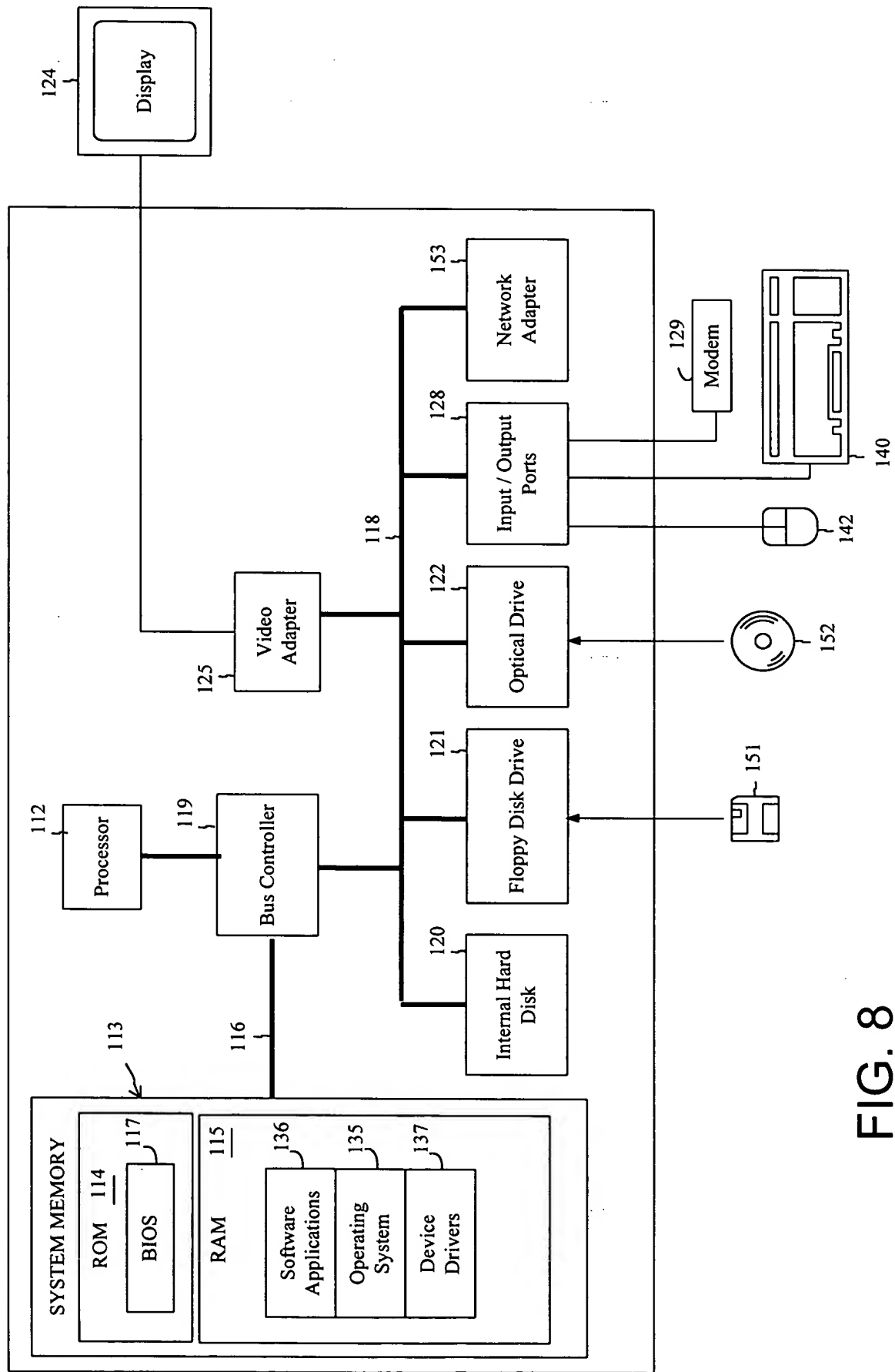


FIG. 8